

June 2, 2000

NOTICE TO RESIDENTS OF MILWAUKEE AREA  
TECHNICAL COLLEGE DISTRICT, WISCONSIN

An open meeting of the **Education, Services, and Institutional Relations Committee** of the Milwaukee Area Technical College District Board of Wisconsin, will be held in the **Board Room (Room M210)**, of the **Milwaukee Area Technical College**, 700 West State Street, Milwaukee, Wisconsin, **Tuesday, June 13, 2000**, beginning at **4:30 p.m.**

The agenda for said meeting is presented as follows:

**A. Roll Call**

**B. Compliance with the Open Meetings Law**

**C. [Approval of Minutes—May 16, 2000—Attachment 1](#)**

**D. Comments from the Public**

**E. Action Item**

**F. Discussion Item**

**G. Information Items**

1. Presidential Search
2. NCA Update

**H. Miscellaneous Business**

1. Communications and Petitions
2. Information Items

**I. Old Business/New Business**

1. Date of Next Meeting—To Be Determined

**Committee Members: Baker, Bell, Pedersen**

ATTACHMENT ESIR 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD**  
Education, Services, and Institutional Relations Committee Minutes

DATE: Tuesday, May 16, 2000

PLACE: Board Room (M210)

TIME: 4:30 p.m.

BOARD COMMITTEE  
MEMBERS PRESENT: Lauren Baker, Jeannette Bell, and A. Paul Pedersen

ADDITIONAL BOARD  
MEMER PRESENT: Sheila Cochran

FACULTY/STAFF/  
OTHERS PRESENT: Tony Baez, John Birkholz, Gail Cash, Kathleen Christensen,  
Marvin Echols, Les Ingram, Bill Roden, Annmarie  
Rosenberg, Karen Royster, John Stilp, Michael Walsh

**ITEM A: ROLL CALL**

COMMITTEE  
ATTENDANCE: Ms. Baker, Ms. Bell, and Mr. Pedersen were present.

**ITEM B: COMPLIANCE WITH OPEN MEETINGS LAW**

DISCUSSION: The Education, Services, and Institutional Relations (ESIR)  
Committee meeting was called to order at 4:30 p.m., was  
properly noticed, and was in compliance with the open  
meetings law.

**ITEM C: APPROVAL OF MINUTES—APRIL 11, 2000**

ACTION: Ms. Baker noted the following addenda to the minutes of  
April 11, 2000:

### Presidential Search Timeline

Ms. Baker indicated that the presidential search timeline was an agenda item at the April 8, 2000, board retreat. No changes were made to the timeline at that time. Ms. Baker noted that constituent and union groups have expressed interest in being involved in the presidential selection process. As the board moves forward on finalizing the timeline, involvement of these groups will be addressed.

### NCA Evaluation Visit

Ms. Baker informed the committee that she attended the NCA conference in Chicago, Illinois, held April 3-4, 2000. She indicated that attending the conference was interesting; however, the conference was primarily directed towards individuals who actually implement NCA issues on campuses. She further stated that an in depth presentation of MATC's progress on student outcomes assessment and faculty credentialing will be discussed at the May 2000 ESIR committee meeting.

Ms. Bell moved that the minutes of April 11, 2000, amended as stated above, be approved. Mr. Pedersen seconded the motion.

#### **ITEM D: COMMENTS FROM THE PUBLIC**

DISCUSSION: None.

***(Due to Mr. Roden's temporary absence, Item E—Policy F0200-2—Use of Social Security Numbers for Identification was delayed)***

#### **ITEM F: OVERVIEW OF PROFESSIONAL DEVELOPMENT ACTIVITIES**

DISCUSSION: Dr. Baez provided an overview of the college's professional development activities. He indicated that the Professional Development Department is responsible for the facilitation, coordination, and implementation of the college's plan for

faculty to take courses, workshops, and seminars that prepare them for certification/recertification as well as other enrichment activities. Dr. Baez noted that 191 professional development seminars and courses were offered jointly for faculty and staff during the 1999-2000 school year. A total of 2,136 faculty and staff participated in these sessions (1,485 faculty and 651 staff).

Dr. Baez indicated that most recently the Professional Development Department reported to the director of Institutional Assessment, Research, and Development. However, to better align departmental functions and activities, and to allow for a closer collaboration with faculty development, this department now reports to the dean of Institutional Design. One of the functions of the Division of Instructional Design is to coordinate activities that provide opportunities for faculty to engage in professional development activities funded through external grants. Also, it is planned that this division will work closely with other units of the college already providing opportunities for the professional growth and development of faculty and staff.

Dr. Baez also indicated that the Education, Research, and Dissemination (ER&D) program provides a number of professional development activities. The ER&D program administratively reports to the Professional Development Department and is jointly funded by Local 212 and MATC. Mr. Echols stated that the purpose of this program is for faculty to review teaching methodologies and research and develop courses that can be delivered to faculty who in turn can improve the quality of instruction delivered in the classroom.

Ms. Bell asked how the professional development activities relate to the credentialing issue. Dr. Baez explained that this is a separate issue. The offerings under professional development are for certification/recertification and professional growth and enrichment purposes.

Ms. Baker asked for an explanation of the concept of certification. Mr. Echols explained that the state board decided that faculty needed to continually grow. As a part of the state's certification/recertification requirements all faculty must take seven methods courses unless they have taken

equivalent courses in graduate or undergraduate programs. These courses are provided to all faculty—full-time and part-time. Upon completion of the seven methods courses, faculty have a responsibility to continue to grow and must complete six courses towards their continued professional growth over a five-year period. These courses are at no cost to faculty and have been offered by MATC for approximately the past 30 years. Faculty have the option of meeting certification requirements by taking courses at MATC or other universities. Dr. Birkholz noted that the college's certification plan was previously reviewed and approved by the ESIR committee and the board.

Mr. Pedersen asked if MPS faculty could take classes at MATC for certification. Mr. Stilp explained that MPS faculty must meet certification requirements set forth by the Department of Public Instruction (DPI). MATC faculty are governed by the Wisconsin Technical College System's certification guidelines. While the two systems (DPI and WTCS) are different, a recent change in the DPI guidelines states that MPS teachers can take courses at any of the technical colleges and receive credit for credit. The only stipulation is that the course is related to the area of study that the faculty member teaches. Mr. Stilp further stated that it is planned that a marketing strategy be developed targeting all schools following DPI guidelines and promoting MATC's summer certification courses. Dr. Birkholz noted that additional funds were allotted to target market schools this summer.

**ACTION:** None required.

**ITEM E:** **ACTION ITEM**

**ITEM E1:** **POLICY REVIEW**

**POLICY F0200-2—USE OF SOCIAL SECURITY NUMBERS FOR IDENTIFICATION**

**DISCUSSION:** Mr. Roden indicated that in January the state passed a law governing the use of social security numbers. This policy references the state law and essentially indicates that the college cannot assign social security numbers for

identification purposes. Currently, MATC uses a unique numbering system and does not require the use of social security numbers. The policy; however, does include a caveat that indicates that the college can require a student to disclose his/her social security number if it is required by a federal or state agency. The policy also indicates that the college will implement procedures for insuring that students who do not have social security numbers are not denied services. Mr. Roden stated that if board members had any concerns they should send them to him via electronic mail.

**ACTION:** Ms. Bell moved that Policy F0200-2—Use of Social Security Numbers for Identification be forwarded to the full board for review. Mr. Pedersen seconded the motion.

**ITEM G1: OCCUPATIONAL ADVISORY COMMITTEE MEMBERSHIP REPORT.**

**DISCUSSION:** The Occupational Advisory Committee Membership report was briefly reviewed.

**ACTION:** None required.

**ITEM G2: PRESIDENTIAL SEARCH**

**DISCUSSION:** Ms. Baker introduced Karen Royster, consultant and liaison to the board and executive search firm. Ms. Baker indicated that Ms. Royster will be attending meetings from this point forward and will bill the college for time spent on this project at an hourly rate, as per contract. Ms. Baker also indicated that Ms. Royster would report directly to the board and ESIR committee chairs.

Ms. Baker referenced the draft contract to retain the services of the executive search firm. She noted that feedback from board members had been incorporated into the document and it is anticipated that the contract will be signed and returned by the executive search firm shortly.

Ms. Baker indicated that the next step in the process is to set up the “launch” meeting at which time the executive search firm will meet with the board at a special board

meeting. Ms. Baker noted that representatives from the executive search firm envision the process moving quickly.

ACTION: None required.

**ITEM G3: NCA UPDATE**

DISCUSSION: Dr. Baez indicated that as a result of conversations between Dr. Birkholz and NCA officials, the NCA focus visit has been rescheduled for November 2001. This date change will provide the college with ample time to put initiatives together and to respond appropriately. An NCA update will be provided monthly at the ESIR committee meetings.

Dr. Baez stated that he chairs a recently established internal committee consisting of the NCA coordinators and co-chairs of the Faculty Credentialing and Student Outcomes Assessment committees. At each meeting a progress report is given on specific items regarding implementation of both the student outcomes assessment plan and the faculty credentialing plan. The following are highlights of the progress/plans made thus far:

Student Outcomes Assessment

- Substantial progress has been made but there is still a way to go to get all faculty into compliance of having course summaries on the "H" drive. Approximately 60 percent have been completed.
- By May 19, 2000, every division will have in place their own report on the progress made toward compliance this semester. Reports will be analyzed and divisions will receive feedback. A compilation of divisional reports and an updated student outcomes assessment plan will be completed by July 2000. After review by the internal review committee, the report will be sent to NCA for review. Feedback from NCA will allow for changes, if necessary, in the fall.
- In July 2000 faculty will be invited to a workshop, particularly those faculty in departments where progress needs to be accelerated to meet student outcomes assessment guidelines.
- Connected to the student outcomes assessment activity is the centrality of general education. A brainstorming

session with the vice president of academic affairs council was held to discuss how to improve work in making general education central to occupational programs.

- The fall Coordination Day activity will focus on the centrality of general education.

Dr. Baez noted that there is a need to involve students in student outcomes assessment. He indicated that time and resources will be dedicated to this initiative during the upcoming semester. Literature will be developed for this purpose conveying to the student body that they have a role in determining if in fact they are receiving what they need.

#### Faculty Credentialing

Significant progress has been made toward faculty meeting NCA credentialing requirements. Progress has also been made in terms of negotiations to determine tuition reimbursement.

ACTION: None required.

#### **ITEM H4: APPLIED TECHNOLOGY CENTRER APPROVAL PROCESS/MAGIC CENTER**

DISCUSSION: Dr. Birkholz noted that the discussion would be on the Applied Technology Center Approval process—not the MAGIC Center.

Mr. Stilp, who served on the statewide committee, provided an overview of the applied technology center approval process. He indicated that the 1999-00 biennial budget provides for an exemption from the existing referendum language for the technical college system. Currently legislation reads “any time a district borrows more than \$500,000 for a single project requires a referendum.” The exemption allows each Wisconsin technical college district board to expend up to \$5 million on a referendum issue prior to January 1, 2002. The Wisconsin Technical College System board developed an applied technology center approval process to comply with this new legislation. The following are the four key items to follow as part of the approval process:

1. The center has to maintain or increase the number of jobs in a region served by that center.
2. The productivity of employees being served by a center has to increase.
3. One or more businesses in the region served by a center will provide either cash or in-kind of up to 30% of the capital costs and will pay 100% of the direct operating costs and at least 20% of indirect operating costs.
4. The district boards must have consulted with business and labor on the development of a center.

Mr. Stilp noted that when considering technology centers, the state board is encouraging districts to concentrate on a specific technology. Also, districts may use funds to either purchase an existing facility or construct a new facility.

Dr. Birkholz indicated that the board should decide whether or not an applied technology center should be considered. Ms. Bell and Ms. Baker stated that if there is a compelling project that would provide some real advantages for the college the board would rely on staff to provide background information and recommendations. Dr. Baez indicated that staff would begin to talk about the possibility of an applied technology center.

ACTION: None required.

**ITEM G: INFORMATION ITEMS**

ACTION: None required.

**ITEM H: MISCELLANEOUS BUSINESS**

**ITEM H1: COMMUNICATIONS AND PETITIONS**

DISCUSSION: None.

**ITEM H2: INFORMATION ITEMS**

DISCUSSION: None.

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**DISCUSSION:** Mr. Pedersen stated that he serves on MATC's Continuing Education Insurance Advisory Committee. He indicated that this committee discussed the concept of expanding the current continuing education insurance course offerings. He further stated that the committee developed a proposal and would like to present it to the ESIR committee at the June 2000 meeting. Dr. Birkholz stated that there is a three-step approval process that is emanated from Dr. Baez' office for program expansion. Dr. Baez and Mr. Pedersen will discuss the document prior to the next meeting to ensure that it contains those elements necessary for Stage 1 of the approval process.

**ACTION:** None.

**ITEM I1: DATE OF NEXT MEETING**

**DISCUSSION:** The next meeting date is scheduled for Tuesday, June 20, 2000, at 4:30 p.m. in the Board Room.

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Gail A. Peterson  
Executive Assistant